



FLORIDA ENDOWMENT FOR THE HUMANITIES
1718 E. Seventh Avenue, Suite 301
Tampa, Florida 33605
(813) 272-3473

☐ MEDIA ☐ REGULAR

ART Deco Louise
lecture grant

FOR FEH USE ONLY

GRANT # _____
PRELIMINARY DRAFT ☐ (1 COPY)
FINAL APPLICATION ☐
(ONE SIGNED ORIGINAL PLUS 28 COPIES,
AND 2 COPIES OF ALL SUPPORT MATERIALS)

GRANT APPLICATION

Art Deco Lecture Series 1992

1. PROJECT TITLE: _____

2. SPONSORING ORGANIZATION: Miami Design Preservation League

SPONSORING OFFICIAL: Bernard Zyscovich, Chair

Street: P.O. Bin "L"

City & State: Miami Beach, FL Zip: 33119

Phone: () _____

Signature: _____

3. PROJECT DIRECTOR: Nancy Liebman

Title/Position: Executive Director

Organization: Miami Design Preservation League

Street: P.O. Bin "L"

City & State: Miami Beach, FL Zip: 33119

Phone: (305) 672-2014

Degree/Field: B.S. Education

Signature: _____

4. FISCAL AGENT: Betty Gutierrez

Organization: Miami Design Preservation League

Street: P.O. Bin "L"

City & State: Miami Beach, FL Zip: 33119

Phone: (305) 672-2014

Signature: _____

5. FOR SPONSORING ORGANIZATION:

U.S. Congressional District # _____

FL House District # _____

FL Senate District # _____

6. FUNDS REQUESTED:

A. FEH Funds Requested \$ _____

B. Sponsor Match Funds* \$ _____

C. Total (A & B) \$ _____

* (Note: B must exceed A by at least 30%)

7. FUNDS APPROVED BY FEH:

A. FEH Funds Approved \$ _____

B. Sponsor Match Approved \$ _____

C. Total (A & B) \$ _____

8. BRIEF DESCRIPTION OF PROJECT: (Do not exceed space provided)

The Art Deco Lecture Series is a 3 day event of formal dissertations given by scholars on subjects of importance to the period ranging from the late 1920's through the 1940's. The Series will be organized with round-table discussions, meetings of Art Deco affinity groups, tours to show the influences of the Art Deco style of architecture in the resort seaside community of Miami Beach and receptions at restored historic locations in the city's National Register District.

9. FORMAT: (Check all appropriate formats)

☐ Conference

☐ Discussion Materials

☒ Exhibit

☐ Film

☒ Lecture

☒ Public Discussion

☐ Radio

☒ Reading/Discussion Programs

☒ Site Interpretation/Tour

☒ Slide/Tape

☒ Video

☐ Other _____ specify

10. GRANT PERIOD REQUESTED:

From: Month 9 Day 1 Year 91

To: Month 1 Day 10 Year 92

11.

CO-SPONSOR(S) (If any):

Sponsoring Organization

Sponsor Official

Street

City State Zip

Phone

Sponsoring Organization

Sponsor Official

Street

City State Zip

Phone

12. PROJECT CO-DIRECTOR (If any):

13. INDEPENDENT EVALUATOR:

Name Title/Position

Organization

Street

City State Zip

Phone

Degree/Field

Name Title/Position

Organization

Street

City State Zip

Phone

Degree/Field

14. HAS THE SPONSOR(S) OR THE PROJECT DIRECTOR(S) PREVIOUSLY RECEIVED AN FEH GRANT? IF SO, PROVIDE THE FOLLOWING INFORMATION:

Sponsor:

Project Title

Grant #

Year

Project Director:

Project Title

Grant #

Year

15. TARGETED AUDIENCE: (Check as many as apply)

- A. General Public ☒
 B. American Indians ☐
 C. African Americans ☐
 D. Asian Americans ☐
 E. Hispanic Americans ☐
 F. Community Organizations ☒

- G. Older Adults ☐
 H. Physically Challenged ☐
 I. Business Groups ☐
 J. Occupational Groups ☐
 K. Professional Groups ☒
 L. Scholars ☒

- M. Teachers ☒
 N. Women ☐
 O. Other ☐

specify

16. ADVISORY COMMITTEE:

- A. Louise Yarbrough (305) 358-9572 B. Dennis Wilhelm (305) 535-1092
 Name Phone Name Phone
Acting Director Chairman, Lecture Series
 Position
Dade Heritage Trust Miami Design Preservation League
 Organizational Affiliation Organizational Affiliation
- C. Betty Gutierrez (305) 573-0444 D. Tony Fusco (617) 787-2637
 Name Phone Name Phone
Fiscal Agent, Lecture Series President
 Position
Miami Design Preservation League Art Deco Society of Boston
 Organizational Affiliation Organizational Affiliation

On a separate sheet, list additional members of your Advisory Committee, using the same format and attach after page 3. ☐ Check box if applicable.

HAS THE ADVISORY COMMITTEE REVIEWED THIS GRANT APPLICATION?

Yes ☒

No ☐

17. PARTICIPATING HUMANITIES SCHOLARS: (Resumes/biographical sketches are considered support materials and two copies must be included in the support material packets. INDICATE WITH AN ASTERISK [*] THOSE SCHOLARS WHO HAVE AGREED TO PARTICIPATE IN THIS PROJECT.)

- A. Charles Olsen B. David Gebbhard
 Name Degree/Discipline Name Degree/Discipline
Florida Trust for Historic Preservation USC at Santa Barbara
 Organization
P.O. Box 11206 895 E. Mountain Drive
 Street
Tallahassee, FL 32302 Santa Barbara, CA 93108
 City State Zip
(904) 224-8128 (213) 380-4595
 Phone
 Scholar's Role: Speaker-Roadside Scholar's Role: Speaker-Kem Webber:
Architecture: Walter Dorwin Teague A Shift of Imagery from Art
and the Texas Company Deco to Streamline Moderne

C. Michael Zimny
Name _____ Degree/Discipline _____
Florida Resources Division
Organization _____
2848 North Kostner Avenue
Street _____
Chicago, IL 60641-5345
City _____ State _____ Zip _____
(904) 485-1480
Phone _____
Scholar's Role: Speaker

D. Richard Guy Wilson
Name _____ Degree/Discipline _____
University of Virginia Sch. of Arch.
Organization _____
1860 Field Road
Street _____
Charlottesville, VA 22903
City _____ State _____ Zip _____
(804) 924-6462
Phone _____
Scholar's Role: Speaker

Robert Derrah and the Nautical Moderne Art Deco & Engineering: Bridges & Dams

If there are additional humanities scholars participating in your project, prepare a list using the same format and attach after page 4. ☐ Check box if applicable.

18. PUBLIC ACTIVITIES FOR WHICH YOU ARE REQUESTING FEH SUPPORT:

A. Date: Jan 10, 1992 Time: from 9:15 AM to 10 AM
Location (address): Ritz Plaza Hotel 1701 Collins Avenue, Miami Beach, Florida
Speaker(s) (if applicable): Michael Zimny
Topic(s): Robert Derrah and the Nautical Moderne
Formal(s): Lecture/Slides
Estimated attendance: 20-50 ☐ 50-100 ☒ 100 and above ☒

B. Date: Jan 10, 1992 Time: from 10 AM to 10:45 AM
Location (address): Ritz Plaza 1701 Collins Avenue Miami Beach, Florida
Speaker(s) (if applicable): David Gebbhard
Topic(s): Kem Webber: A Shift of Imagery from Art Deco to Streamline Moderne
Formal(s): Lecture/Slides
Estimated attendance: 20-50 ☐ 50-100 ☐ 100 and above ☒

C. Date: Jan 10, 1992 Time: from 11 AM to 11:45 AM
Location (address): Ritz Plaza 1701 Collins Avenue, Miami Beach, Florida
Speaker(s) (if applicable): Richard Guy Wilson
Topic(s): Art Deco and Engineering: Bridges and Dams
Formal(s): Lecture/Slides
Estimated attendance: 20-50 ☐ 50-100 ☐ 100 and above ☐

D. Date: _____ Time: from _____ to _____
Location (address): _____
Speaker(s) (if applicable): _____
Topic(s): _____
Formal(s): _____
Estimated attendance: 20-50 ☐ 50-100 ☐ 100 and above ☐

If there are additional public activities for which you are requesting FEH support, prepare a list using the same format and attach after page 4. ☐ Check box if applicable.

Richard Striner

Name Degree/Discipline
Washington, DC Art Deco Society

Organization
P.O. Box 11090

Street
Washington, DC 20009

City State Zip
(30) 778-0151 FAX

Phone
Scholar's Role: Speaker-Washington DC's
Experience in Campaigns to Preserve
It's Landmarks

Robert Brueggemann

Name Degree/Discipline
University of Illinois at Chicago

Organization
1815 N. Orefaid #7

Street
Chicago, IL 60614

City State Zip
(312) 266-9145

Phone
Scholar's Role: Speaker - The Works of
Holabird & Root 1928-1945

Judith Singer Cohen

Name Degree/Discipline
Author, Cowtown Moderne

Organization
3712 Arroyo Road

Street
Ft. Worth, TX 76109

City State Zip
(817) 929-5409

Phone
Scholar's Role: Speaker-Triumph & Tragedy
in Preserving Cowtown's Moderne
(Fort Worth, Texas)

Name Degree/Discipline

Organization

Street

City State Zip
()

Phone

Scholar's Role:

19. **WORKPLAN OF ALL PROJECT ACTIVITIES:** *Provide a calendar of all public and non-public project activities, with appropriate dates. Mark with an asterisk (*) those activities of your project for which you are requesting FEH funds.*

Attached is the proposed program. The speakers listed have confirmed their presence. The funds requested will be to pay speaker honoraria, airline tickets and promotion costs for the Friday lectures. The Friday, January 10, 1992 will be a "free day" for the Lecture Series. Lectures will be open to the public without a registration requirement. Registration fees will be inclusive for all events from Tuesday, January 7 through Thursday evening, January 9, 1992.

Planning Calendar

June-July:	Advisory Committee Plan developed
June 15:	Deadline for speaker acceptance
July :	Grant application text developed
	Confirm headquarters hotel and meeting space
	Budget Development
	Sponsor contacts/cash and inkind service
	Events outline
August:	Publish promotional brochure
September	Begin promotional advertising *
October	Finalize special events and tour plans
	Complete speaker room and travel plans *
November	Complete plans for rental equipment
December	Develop information packages for delegates
	Prepare program text/speaker introductions *
	Reconfirm tour plan/vehicles/guides
	Reconfirm speaker arrangements/directions/honoraria *

20. BUDGET REQUEST:**FEH GRANT****SPONSOR COST-SHARE****CASH****IN-KIND****A. Administrative Expenses**

- | | FEH GRANT | SPONSOR COST-SHARE | |
|--------------------------------|-----------|--------------------|---------|
| | | CASH | IN-KIND |
| 1. Project Director | | | |
| 2. Project Directors' Workshop | | | |
| 3. Staff | | | |
| 4. Telephone | | | |
| 5. Supplies | | | |
| 6. Other | | | |
| (specify) | | | |

Total Administrative Expenses:**B. Project Expenses**

- | | | | |
|----------------------|-------|-------|-------|
| 1. Honoraria | 1,200 | 2,400 | |
| 2. Travel | 1,400 | 1,000 | 1,000 |
| 3. Per Diem | | | |
| 4. Facilities | | | |
| 5. Audio-Visual Aids | | | |
| 6. Project Materials | | | |
| 7. Other | | | |
| (specify) | | | |

Total Project Expenses:**C. Promotion**

- | | | | |
|-------------|--|--|--|
| 1. Postage | | | |
| 2. Printing | | | |
| 3. Media | | | |
| 4. Other | | | |
| (specify) | | | |

Total Promotion Expenses:**D. Evaluation**

- | | | | |
|---------------|--|--|--|
| 1. Travel | | | |
| 2. Honorarium | | | |

Total Evaluation Expenses:**Total Budget:****2,600****3,400****1,000**

IMPORTANT: Consult "Information for Preparing your Budget" before you develop your budget. Also prepare a "Budget Detail" which shows how you arrived at the amounts listed in your budget request. Attach the budget detail after page 6.

**1992 Art Deco Lecture Series
Budget & Income Projection**

	Cash	In-Kind
<u>Administrative Expenses</u>		
Project Director	1,000	1,000
Project Directors' Workshop	700	0
Staff	800	800
Telephone	500	0
Supplies	500	0
Total Administrative Expenses	3,500	1,800

<u>Project Expenses</u>		
Honoraria	3,600	0
Travel	3,400	1,000
Facilities (Mtg. & Hotel rms. for Spkrs.)	1,100	1,100
Audio-Visual Aids	1,500	0
Project Materials - Programs/Photos	2,000	0
Tour/Speaker Transportation	2,000	0
Total Project Expenses	13,100	2,100

<u>Promotion</u>		
Postage	1,500	0
Printing - Brochures	2,000	500
Media	2,000	500
Receptions/Special Events	2,900	900
Total Promotion Expenses	8,400	1,900

Total Budget	25,000	5,800
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Income Projection

Registration	7,000
Individual Sessions	3,000
Corporate Support	1,000
Private Contributions	500
Grants	10,000
4,000 - Visitor & Convention Authority	
2,600 - FL Endowment for the Humanities	
3,400 - Metro Dade Community Grants	
Special Events	2,700
Cash On Hand	800
Total Income	25,000

21. FEES: FEH discourages admission fees. If a small fee is necessary to cover the cost of optional meals or program materials, list the amount \$ _____. Explain why this fee is necessary:
Fees will not be charged for the Friday Lectures; nor will registration be required for attendance on that day. The Friday Lectures will indicate they are funded by FEH.

Any notice of fees must be followed by this statement:

"All programs funded by the Florida Endowment for the Humanities are free and open to the public."

WARNING: The FEH staff and Board of Directors will carefully review all promotional materials of projects where fees are charged to ascertain if the Project Director has diligently and clearly informed the public of their free access to the program.

22. **PROJECT DESCRIPTION** (Begin this narrative with a brief description of the sponsoring organization):

WORK PLAN

Miami Design Preservation League, the sponsoring organization for the Art Deco Lecture Series is a non-profit organization devoted to preserving, protecting and promoting the cultural, social, economic, environmental and architectural integrity of the Miami Beach Architectural District. It was organized in 1976 and is the oldest Art Deco society in the world.

The Art Deco Lecture Series will follow the same format as the 1991 World Congress on Art Deco. This plan expanded the traditional Art Deco Lecture Series from years previous. (sample programs from World Congress and previous Lecture Series are attached).

The 1992 Lecture program will take place from Tuesday, January 7, 1992 through Friday afternoon, January 10. Participants will be invited to spend the remaining days at the 15th Annual Art Deco Weekend festivities.

The Lecture Series will include scholarly dissertations by speakers of international authority, round-table discussions, tours of Art Deco architecture including the newly restored apartments within Miami Beach's National Register Historic District. Evening events will be a theater trip, receptions and lunches at restored sites in the District and a gala Moon Over Miami Ball.

The program will be promoted to delegates from Art Deco Societies from around the world as an opportunity to understand the influences of the Art Deco style throughout the United States. Dade County serves as a showcase to underscore the adaptation of the style to Florida's tropical climate. Conference goers will continue the process of cataloging all of the world's Art Deco structures. During the World Congress, 1991, participants created a map of the world to chart the proliferation of Art Deco architecture. The process will lead to a Art Deco database being developed as part of the Barbara Baer Capitman Archives. The Archive database is an ongoing project of the Miami Design Preservation League. Materials collected in 1991 and in the 1992 Lecture Series will be exhibited during Art Deco Weekend, 1992.

23. **PROMOTIONAL PLANS:** Detail your plans to promote activities. Who will direct promotional efforts? Which media will you contact? List your promotional schedule. How will FEH be credited? How will you reach the targeted audience? *(Note: Take pains with this section. FEH attaches great importance to a careful, detailed approach to project publicity.)*

The Lecture Series will be promoted by the League's in-house staff. Promotions will include local newspaper advertising in the Miami Herald, New Times and Miami Today beginning November, 1991 through the dates of the lectures. Co-promotional advertising with the Annual Art Deco Weekend festival will include ads in major fall travel sections of newspapers such as the New York Times, the Montreal Gazette and the Chicago Tribune. The fall travel sections have been very effective for advertising during the Art Deco Weekend fifteen year history. Readers have the opportunity to write-in for more information. The newspaper provides the League with address labels to respond to inquiries. The Lecture Series will also be cross-promoted on the Weekend's radio and television public service announcements in early January, 1992. In October, 1991, League members will attend the National Trust's annual meeting in San Francisco. The League will conduct a large marketing program at the Trust meeting, including the distribution of 10,000 printed brochures about the Lecture Series. The Lecture Series will also be cross-promoted to feature Dade County as a destination for intellectual pursuits featuring art and architecture. The dates of the Lecture Series coincide with the second Annual Art Miami, a showcase of leading artists, galleries and collectors from the Miami Beach Convention Center, one block away from where the Lecture Series headquarters and meeting room are located. The League will print and distribute brochures about the Lecture Series to its international membership, travel writer list and Art Deco Societies throughout the world as well as the general public who will inquire as a result of the media marketing strategy.

The Florida Endowment for the Humanities will be included in all printed advertising for the Lecture Series, and will be referenced in the Lecture program as the sponsor of the Friday lectures which are free and open to the public without the requirement for pre-registration.

24. List all support materials that accompany the application (FEH requires two copies of all support materials).

SUPPORT MATERIALS

PREVIOUS LECTURE SERIES PROGRAMS
BROCHURE ABOUT THE LEAGUE
BROCHURE ABOUT THE DISTRICT
SUPPORT LETTERS
BUDGET
SCHOLAR RESUMES
PROJECT DIRECTOR RESUME
LIST OF IN-KIND SERVICES
PUBLICITY GENERATED FROM 1991 LECTURE SERIES

Proposed 1992 Lecture Program

TUESDAY, JANUARY 7, 1992

- Noon-8 PM Registration
(Participants must be registered for Tuesday, Wednesday, & Thursday).
- 3-5 PM Art Deco Affinity Group Meetings
- 4-6 PM Walking Tour
Art Deco District
- 6-8 PM Opening Reception

WEDNESDAY, JANUARY 8, 1992

- 8-9 AM Continental Breakfast
- 9:15-10 AM Welcome
Dennis Wilhelm, Chairman
Nancy Liebman, Executive Director MDPL
Bernard Zyscovich, Chairman MDPL
- 10-10:45 AM ~~Charles Olsen, Executive Director
Florida Trust for Historic Preservation
Topic: Roadside Architecture: Walter Dorwin Teague & the Texas Company.~~
- 10:45-11 AM Break
- 11-11:45 AM Richard Striner, President
Washington DC Art Deco Society
Topic: Washington DC's Experience in Campaigns to Preserve It's Landmarks.
- 12-1:30 PM Lunch
- 1:45-3:45 PM Art Deco Apartment House Tour
- 4-6 PM Reception
- 8-11 PM Theater TBA

THURSDAY, JANUARY 9, 1992

- 8-9 AM Continental Breakfast
- 9:15-10 AM Dorothy Fields, Chairperson
Metro-Dade Historic Preservation Board

10:45-11 AM	Break
11-11:45 AM	Richard Bruegmann, Associate Professor University of Illinois at Chicago Topic: The Works of Holabird & Root 1928-1945.
12-1:30 PM	Lunch
1:45-3:35 PM	Regional Tour
4-6 PM	Affinity Group Meeting (Art Deco Societies)
7:30-Midnight	Moon Over Miami Ball

FRIDAY, JANUARY 10, 1992

* Lectures are funded by the Florida Endowment for the Humanities and are free and open to the public. Registration is not required for Friday's events.

8-9 AM	Continental Breakfast
* 9:15-10 AM	Michael Zimny Florida Historical Resources Division Topic: Robert Derrah and the Nautical Moderne.
* 10:10:45 AM	David Gebbhard, Professor of Art History University of Southern California at Santa Barbara Topic: Kem Webber: A Shift of Imagery from Art Deco to Streamline Moderne.
10:45-11 AM	Break
* 11-11:45 AM	Richard Guy Wilson, Professor & Chairman University of Virginia School of Architecture Topic: Art Deco and Engineering: Bridges and Dams.
12-1:30 PM	Luncheon
Noon	Weekend Festival Opens

* PLEASE NOTE *
SPEAKERS SUBJECT TO CHANGE